

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 42.397254, -83.411373

12-Apr-2021

## 101190-Century Plaza

### Livonia, MI

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2020 Estimated Population	11,127	66,291	218,967	831,909	
	2020 Daytime Population	16,790	116,565	300,784	937,432	
	2025 Population Forecast	10,929	65,460	217,263	831,140	
	2010 Census Population	11,031	65,275	217,091	817,017	
	2000 Census Population	11,973	68,418	220,390	837,102	
	1990 Census Population	12,951	66,939	212,881	793,325	
	Historical Annual Growth, 1990 to 2000	-0.78%	0.22%	0.35%	0.54%	
	Historical Annual Growth, 2000 to 2010	-0.82%	-0.47%	-0.15%	-0.24%	
	Estimated Annual Growth, 2010 to 2020	0.08%	0.14%	0.08%	0.17%	
	Projected Annual Growth, 2020 to 2025	-0.36%	-0.25%	-0.16%	-0.02%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	4,274	27,131	93,366	333,748
		2025 Households Forecast	4,192	26,784	92,630	333,437
2010 Census Households		4,239	26,703	92,519	327,799	
2000 Census Households		4,191	26,001	91,249	327,817	
1990 Census Households		4,116	23,551	82,873	297,851	
Historical Annual Growth, 1990 to 2000		0.18%	0.99%	0.97%	0.96%	
Historical Annual Growth, 2000 to 2010		0.11%	0.27%	0.14%	0.00%	
Estimated Annual Growth, 2010 to 2020		0.08%	0.15%	0.08%	0.17%	
Projected Annual Growth, 2020 to 2025		-0.39%	-0.26%	-0.16%	-0.02%	
2020 % Households With Children		22%	22%	23%	27%	
2020 Persons per Household		2.54	2.42	2.32	2.47	
<b>INCOME 2020</b>		HH Income \$500,000 or more	1.37%	1.17%	1.00%	0.90%
	HH Income \$250,000 to \$499,999	1.56%	1.38%	1.19%	1.07%	
	HH Income \$200,000 to \$249,999	3.73%	3.26%	2.80%	2.52%	
	HH Income \$175,000 to \$199,999	5.43%	7.55%	6.89%	5.89%	
	HH Income \$150,000 to \$174,999	7.63%	6.85%	5.82%	4.92%	
	HH Income \$100,000 to \$149,999	24.18%	20.98%	18.68%	16.11%	
	HH Income \$75,000 to \$99,999	16.36%	15.70%	14.56%	13.06%	
	HH Income \$50,000 to \$74,999	14.36%	15.93%	17.37%	17.25%	
	HH Income \$35,000 to \$49,999	12.27%	10.80%	11.90%	12.29%	
	HH Income \$25,000 to \$34,999	5.73%	6.49%	7.29%	8.62%	
	HH Income \$15,000 to \$24,999	3.32%	5.48%	6.52%	7.95%	
	HH Income \$0 to \$14,999	4.05%	4.40%	5.98%	9.44%	
Average Household Income	\$102,743	\$103,681	\$99,546	\$90,374		
Median Household Income	\$89,492	\$84,752	\$76,382	\$65,991		
Per Capita Income	\$40,157	\$42,731	\$42,747	\$36,475		
2000 Average Household Income	\$85,059	\$82,851	\$73,137	\$68,475		
2000 Median Household Income	\$75,003	\$72,042	\$60,960	\$55,580		
<b>WRKPLACE 2020</b>	Workplace Establishments	277	2,953	8,655	23,240	
	Workplace Employees (Full Time Employees)	4,284	59,929	161,689	441,944	

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	506	3,151	12,161	47,874
	Count of Pop 5 to 14 years	799	5,338	21,196	86,763
	Count of Pop 14 to 22 years	879	5,488	19,194	83,418
	Count of Pop 22 to 30 years	1,414	7,570	22,394	92,033
	Count of Pop 30 to 45 years	1,521	9,622	36,717	139,940
	Count of Pop 45 to 60 years	2,118	13,120	43,780	169,780
	Count of Pop 60 to 75 years	2,629	15,544	44,920	154,826
	Count of Pop 75+ years	1,259	6,458	18,605	57,275
	Population 0 to 4 Years	4.55%	4.75%	5.55%	5.75%
	Population 5 to 13 Years	7.18%	8.05%	9.68%	10.43%
	Population 14 to 21 Years	7.90%	8.28%	8.77%	10.03%
	Population 22 to 29 Years	12.71%	11.42%	10.23%	11.06%
	Population 30 to 44 Years	13.67%	14.51%	16.77%	16.82%
	Population 45 to 59 Years	19.03%	19.79%	19.99%	20.41%
	Population 60 to 74 Years	23.63%	23.45%	20.51%	18.61%
	Population 74 Years Plus	11.32%	9.74%	8.50%	6.88%
	Median Age	49.1	47.9	44.1	41.4
<b>GENDER 2020</b>	Male Population	5,368	32,225	104,959	399,399
	Female Population	5,759	34,066	114,008	432,510
<b>RACE 2020</b>	2020 Estimated Population	11,127	66,291	218,967	831,909
	White	94.79%	92.57%	83.54%	65.28%
	Black or African American	1.58%	2.32%	7.78%	24.61%
	Asian or Pacific Islander	1.59%	3.07%	6.05%	6.74%
	Other Races	2.04%	2.04%	2.63%	3.37%
<b>HISPANIC</b>	2020 Hispanic Population	146	1,345	5,486	23,070
	2020 Hispanic Population %	1.31%	2.03%	2.51%	2.77%
	2025 Hispanic Population Forecast	137	1,362	5,576	23,820
	2025 Hispanic Population % Projected	1.26%	2.08%	2.57%	2.87%
	2000 Hispanic Population %	1.94%	1.55%	1.80%	1.93%
1990 Hispanic Population %	0.56%	1.01%	1.17%	1.31%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	8,408	49,440	157,887	578,856
	Elementary	1.62%	1.34%	1.48%	2.30%
	Some High School	2.39%	2.54%	3.31%	5.64%
	High School Graduate	22.20%	19.14%	20.32%	23.17%
	Some College	20.54%	22.43%	22.22%	22.42%
	Associates Degree	9.12%	10.31%	9.28%	8.59%
	Bachelors Degree	29.60%	27.39%	26.28%	21.74%
	Graduate Degree	14.53%	16.86%	17.11%	16.14%
% College (4+)	44.14%	44.24%	43.39%	37.88%	
<b>HOUSING 2020</b>	Total Housing Units	4,367	28,275	99,034	363,721
	Owner Occupied Percent	92.00%	80.07%	67.26%	64.64%
	Renter Occupied Percent	5.87%	15.89%	27.02%	27.12%
	Vacant Housing Percent	2.13%	4.05%	5.72%	8.24%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	0.00%	0.00%	0.01%	0.08%
Homes Built 2000 to 2009	1.45%	4.05%	5.10%	7.44%
Homes Built 1990 to 1999	1.86%	9.87%	10.25%	10.63%
Homes Built 1980 to 1989	9.59%	13.96%	14.77%	10.79%
Homes Built 1970 to 1979	18.76%	20.11%	21.94%	16.73%
Homes Built 1960 to 1979	58.52%	30.31%	19.42%	14.47%
Homes Built 1950 to 1959	7.12%	15.39%	19.50%	24.37%
Homes Built 1940 to 1949	1.76%	3.38%	4.14%	9.79%
Homes Built 1939 or earlier	0.95%	2.93%	4.88%	5.70%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	0.12%	0.85%	2.97%	2.84%
Property Value \$750,000 to \$999,999	0.13%	1.65%	2.78%	3.02%
Property Value \$500,000 to \$749,999	9.10%	19.43%	15.39%	12.95%
Property Value \$400,000 to \$499,999	25.26%	22.02%	14.70%	10.57%
Property Value \$300,000 to \$399,999	39.18%	28.64%	21.69%	14.89%
Property Value \$200,000 to \$299,999	21.96%	19.98%	26.54%	21.36%
Property Value \$150,000 to \$199,999	2.72%	4.09%	7.57%	10.87%
Property Value \$100,000 to \$149,999	0.60%	1.54%	4.31%	10.53%
Property Value \$60,000 to \$99,999	0.48%	0.72%	1.72%	5.98%
Property Value \$40,000 to \$59,999	0.22%	0.26%	0.69%	2.37%
Property Value \$0 to \$39,999	0.21%	0.67%	1.11%	3.95%
Median Home Value	\$360,732	\$379,140	\$335,937	\$273,770
Median Rent per Month (Census 2000)	\$849	\$668	\$703	\$668
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	5,840	34,164	112,167	402,240
Managerial/Executive	21.58%	19.40%	18.36%	17.46%
Professional Specialty	28.26%	30.81%	30.57%	26.33%
Healthcare Support	1.69%	1.70%	2.43%	3.35%
Sales	7.15%	9.01%	9.49%	9.65%
Office & Administrative Support	14.63%	12.26%	11.73%	11.82%
Protective Service	1.96%	2.16%	1.51%	1.63%
Food Preparation	4.15%	4.84%	4.97%	5.03%
Building Maintenance & Cleaning	2.78%	1.62%	2.28%	3.05%
Personal Care	3.38%	2.57%	2.56%	2.53%
Farming, Fishing, & Forestry	0.19%	0.09%	0.10%	0.21%
Construction	5.88%	5.71%	5.00%	5.19%
Production & Transportation	8.34%	9.81%	10.99%	13.76%
Percent White Collar	73.31%	73.19%	72.59%	68.61%
Percent Blue Collar	26.69%	26.81%	27.41%	31.39%
Median Employee Salary	47,592	46,131	44,921	45,637
Average Employee Salary	59,458	56,384	54,264	55,187
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	162	895	3,387	19,568
2020 Estimated Unemployed (Age 16 and Up)	212	1,412	5,825	31,238
2020 Estimated Unemployed Rate (Age 16 and Up)	3.06%	3.89%	4.82%	7.20%

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<b>TRANSPORTATION TO WORK 2020</b>	Drive to Work Alone	90.81%	89.95%	88.37%	86.23%
	Drive to Work Carpool	5.27%	5.33%	5.80%	7.55%
	Travel to Work by Public Transportation	0.19%	0.15%	0.39%	1.08%
	Drive to Work on Motorcycle	0.43%	0.13%	0.08%	0.08%
	Drive to Work on Bicycle	0.02%	0.20%	0.22%	0.22%
	Walk to Work	0.43%	0.71%	1.21%	1.06%
	Other Means	0.30%	0.30%	0.50%	0.56%
	Work at Home	2.54%	3.20%	3.37%	3.14%
<b>TRAVEL TIME TO WORK 2020</b>	Travel Time in Less than 5 minutes	2.33%	2.31%	2.45%	1.82%
	Travel to Work in 5 to 9 minutes	14.28%	11.23%	9.53%	7.80%
	Travel to Work in 10 to 14 minutes	12.85%	13.45%	13.50%	12.37%
	Travel to Work in 15 to 19 minutes	12.85%	13.10%	14.27%	14.86%
	Travel to Work in 20 to 29 minutes	24.07%	23.65%	23.65%	25.46%
	Travel to Work in 30 to 44 minutes	24.96%	26.70%	26.43%	26.33%
	Travel to Work in 45 to 59 minutes	5.03%	6.34%	6.73%	7.20%
	Travel to Work in 60 minutes or more	3.64%	3.23%	3.44%	4.15%
Average Travel Time to Work	22.7	22.8	23.5	24.5	
<b>SPENDING PATTERNS 2020</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$60.19	\$60.18	\$59.78	\$59.44
	Apparel and Related Services	\$14.31	\$14.28	\$14.02	\$13.64
	Transportation	\$89.50	\$89.74	\$88.39	\$86.01
	Healthcare	\$58.13	\$58.11	\$57.00	\$55.22
	Entertainment	\$22.26	\$22.10	\$21.49	\$20.79
<b>LIFESTYLE SEGMENTATION 2020</b>	Category A - Crème de la Crème	1,303	22,217	48,328	126,056
	Category B - Urban Cliff Climbers	0	0	846	7,907
	Category C - Urban Cliff Dwellers	0	2,083	24,322	66,951
	Category D - Seasoned Urban Dwellers	5,471	13,846	20,592	29,437
	Category E - Thriving Alone	0	668	12,699	28,167
	Category F - Going it Alone	423	8,911	40,997	145,909
	Category G - Struggling Alone	0	0	1,271	44,486
	Category H - Single in the Suburbs	0	0	7,635	20,431
	Category I - Married in the Suburbs	0	615	15,705	91,415
	Category J - Retired in the Suburbs	120	9,592	25,767	57,373
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	0	3,097
	Category M - Harlem Gateway	0	0	4,542	155,890
	Category N - Espaniola	0	0	0	0
	Category O - Specialties	3,559	7,728	14,171	48,418

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